

# Utah Farmers Market Network

Funding Request by Representative Stephen G. Handy

One-time request of \$50,000 to provide Utah Farmers Market Network coverage for three years.

## MISSION

The Utah Farmers Market Network supports local agriculture in Utah by promoting farmers markets and increasing the capacity of markets through communication, collaboration, technical assistance, and professional development.



## FUNDING REQUEST

The Utah Farmers Market Network, a part of Utah State University, seeks funds from the legislature to track and maintain the Utah Farmers Market Network website, including the farmers market directory, which is important to many stakeholders and partners across the state. These include: Utah Department of Agriculture and Food, Utah's Own, Utah Department of Health, Create Better Health Utah, and Utah State University. This work benefits stakeholders of Utah-based and visiting consumers, SNAP participants, WIC recipients, and Utah farmers market operators.

## Purpose



All eligible farmers markets in Utah that wish to promote their stands could have their market listed on the statewide directory at no cost.



State agencies, local food councils, and non-profit organizations would have easy access to a reliable Utah farmers market directory. They can share this information with those they serve.



Consumers, including those on WIC and SNAP, who wish to support farmers markets have reliable information regarding where to purchase fresh local produce.



## EVIDENCE OF NEED:

Positive impacts the network has had in the past three years:



More farmers markets accept SNAP and participate in Double Up Food Bucks than ever before.



Utah consumers who wish to support local markets have reliable information at their fingertips.



Farmers markets successfully navigated the COVID-19 pandemic, and very few markets closed in 2020.



Through professional development training and having their needs represented to state agencies such as UDAF and UDOH, farmers market managers are better positioned to manage their markets effectively.



Through networking activities and knowledge sharing, farmers market managers have added support systems resulting in greater market success.

## IMPACTS TO DATE

6,500

page views on  
utahfarmersmarketnetwork.org

80+

people subscribed to  
the network to receive  
updates and information  
consistently.

Along with many other state  
partners, the network has  
contributed to the following  
successes:

25%

increase in the  
number of  
markets  
accepting SNAP  
since 2017.

211%

increase in the  
amount of SNAP  
and Double Up  
Food Bucks  
dollars since 2017.

36%

increase in  
customers using  
SNAP benefits  
since 2017.

97%

of farmers market  
searches originated  
from people in Utah  
(Broad representation  
across the state).

40%

of Utah farmers  
markets have  
experienced  
leadership transitions  
in the past three years.

After participating in the network, market managers reported:

80%

felt a sense of  
community.

70%

felt more confident  
about running their  
market.

95%

of Utah farmers  
markets chose to  
be listed in the  
2021 directory.

*I felt like I had somewhere to go to with questions and felt like the other markets were a community instead of competition. - Utah Farmers Market Network Member, 2021*

*The network in itself has been a lifesaver over the last year. Our market would have looked very different and would have put a strain on our staff if it was not for the items given and discussions facilitated by the network. - Utah Farmers Market Network Member, 2020*

## FUNDING HISTORY

This network has been supported by a USDA Farmers Market Promotion Program grant that began in 2018 and ends on March 31st, 2022. Another USDA FMPP grant will be pursued in 2022 to cover resource development for markets and to incorporate the network into a non-profit. The appropriation request, if granted, will ensure that the most basic function of the network can still operate, despite other funding outcomes.

## SUPPORT FOR THE UTAH FARMERS MARKET NETWORK

The network has strong support from partners across the state including the Utah Department of Agriculture and Food, Utah's Own, Utah Department of Health, Create Better Health Utah, and Utah State University, in addition to over 30 farmers markets. The steering committee comprises the following individuals:

**Carly Gillespie**, Downtown Salt Lake City Farmers Market  
**Mikkol Ricchins**, Ogden Downtown Alliance  
**Nancy Dalton**, Cedar Saturday Farmers Market

**Jamie Young**, West Valley Farmers Market  
**Corrine Hoffman**, USU Botanical Garden Farmers Market  
**Jane Wylie**, Wheeler Farm Farmers Market

## CONTACT

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